

**Hofheimer's**  
HEAD TO FOOT OUTFITTERS  
NORFOLK.

# We Make Good Our Pledge To-morrow.

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Hundreds of inquiries have been made at our store for the past two weeks as to when our Regular Summer Clearance Sale would take place. We have promised it for **Monday, July 30th**, and while it has been a task, requiring incessant labor night and day arranging and marking down our mammoth stocks, we have succeeded and all is in readiness for the most

## Stupendous Price Cutting Sale Ever Inaugurated.

You people of Norfolk and surroundings know what an announcement of this kind means from HOFHEIMER'S. If you have been a participant at any of our former sales we need no introduction; if not, we refer you to any neighbor, who will unhesitatingly tell you that cost or value cuts no figure, but that every article in our Mammoth Double stores, consisting of

## Men's, Women's and Children's High and Low Shoes Men's, Boys' and Children's Clothing, Furnishings and Hats.

Are honestly and legitimately cut in price from one-third to one-half, thus enabling you to shoe and clothe your family for a time to come at about one-half the regular prices. Not alone are all the Summer Goods in both departments in this eventful sale, but all small and broken lots left from a season's successful selling are scheduled for immediate clearance—with price marking that bears no relation to cost. Its an annual occurrence—this general clearing, **Bigger and Better Than Ever Before**, following, as it does, the largest business in our history.

### READ THIS LIST OF INTERESTING SACRIFICES.

#### SPECIAL SUIT SACRIFICES.

**\$6.37** Is what we've marked the solid color and mixed Suits in the \$7.50, \$9.00 and \$10.00 grades. These Suits are well tailored, nobbily trimmed, and are, in fact, others' \$12.50 values.



**\$8.37** Is the phenomenal low price we place on all Suits that sold as high as \$13.50. Black and Blue Cheviots; also Tweeds and Cassimeres in checks, plaids and mixtures; every one of them all wool and fast color—it's really like finding a suit.

**\$11.80** Serves as well here as \$18, \$16.50 or \$15 elsewhere. Suits that have an air of elegance and the true traits of journeymen tailors' art makes its presence appear. Choice materials and select colorings, in genuine Cheviots, Tweeds, Serges, Homespuns and Cassimeres, black, blue, brown; also plaids, checks, pin stripes and mixtures in 4-button sacks.

**\$14.80** Never did command such grand opportunities as we are now giving. Not a suit in the lot but has sold as high as \$20, \$22.50 and up to \$25 (this season, mind you). Garments that in material and workmanship are not surpassed by the very best of custom products.



#### Boys' and Children's Clothing. At Your Own Idea of Cheapness.



**\$1.48** for extra well-made Wool Suits, double-breasted, in blues, blacks, grays or fancy mixed Cheviots, the kind we sold for \$2.50.

**\$2.48** for Double-breasted, Vestee or Blouse Suits, all-wool fabrics, double seat and knee, patent waistbands, in fancy or solid colors, that sold for \$4.00.

**\$2.98** for All-wool Cheviots, Cassimeres and Serges, seams reinforced, fancy double-breasted vests, with soutach trimming and fashionably put together, the kind we sold for \$5.00.

**\$3.98** very handsome and stylish Suits in solid colors, plaids, pin stripes and Scotch mixtures, beautifully made and trimmed, regular price \$6.00 to \$7.00.

#### STRAW HATS.

Down go Straw Hats. It's the last straw that breaks the camel's back, and we don't propose to have our backs broken by carrying them over, not if price cutting will move them. Profits have gone to the winds, and all of our hats must be worn this season. Our \$1.75 Hat has been the talk of the town, and our \$1.25 hat has more value in style than those sold elsewhere for a great deal higher price. They're all striving to get out first, and a few days more there will be none left to tell the tale.

88c. for any of them

#### Haberdashery Department

If you need a Bath Suit this season or expect to need one next season, why wouldn't it pay to get a \$1.50 quality and put it aside at

89c.

#### Handkerchiefs.

Thousands of Fancy Bordered Hemstitched Handkerchiefs, new patterns and fast colors, a 2c. quality for 17c., or the 15c. kind for 8c.

#### Underwear.

Suitable Underwear means comfort these sultry days. Our stock is made up entirely of imported novelties, the most desirable kinds possible to produce. They will all meet with one fate, and that a sweeping reduction of 20 per cent. on every undergarment in the house.

#### Socks or Sox.

It don't matter how you spell them, but it does matter the kind you buy.



You don't see the hump in the feet of Paroly made Hosiery until they are washed. We're selling our 25c. Seamless kind for

19c.

#### Neckwear.

Take your pick of our entire crop of Neckwear that we felt proud to offer at 50c. and 75c. two or three weeks ago for 32c.

Washable String Ties—French Madras—that sold for 10c., reduced to 3c.

#### Belts.

Are here in gray or tan Suede, dressed or undressed kid; the 35c. kind for 19c. and the 75c. and \$1.00 grades

42c.

#### SHOE DEPARTMENT.

Ladies' Kid Oxfords, patent tip, turn sole, will be sold at 25c. There are only a limited number of pairs of these, so we will have to restrict each customer to one pair.

Ladies' Tan Oxford Ties that were \$1.25, some black ones in the lot that were \$1.00. These ties are big values at

49c.

Oxford Ties for ladies' wear, patent tip and tip seam, made of soft vici kid, that were \$1.50 a pair. Beginning to-morrow we will sell them at

98c.

Ladies' Oxford Ties, all patent leather tips, former price \$1.00, during the sale

59c.

Our \$2.00 line of Ladies' Oxford Ties which have been so popular during the summer and have made many friends among the ladies, will be sold during the sale at \$1.25 a pair. These come with thick and thin soles, kid and patent tips.

Hand-made Low Shoes for Ladies', in all the modern shapes in seven distinct styles. These shoes have been selling all during the summer at \$2.50 a pair, but to close them out we will sell them in the sale at

\$1.59

Ladies' \$3.00 and \$3.50 Oxford Ties. This line comprises the most elegant creations of fine footwear and are made of the finest material obtainable. During the sale they will be priced

\$1.98

Ladies' Dongola Button Shoes in all shapes, kid and patent tip, the usual \$2.00 shoe, during the sale

\$1.34

Black Vici Kid Shoes, some tan ones among them that sold for \$2.50. During the sale we will close them out at

\$1.88

Ladies' \$4.00 hand turn, patent tip, Button Shoes, made of soft French kid—just the things for those who suffer from tender feet, sale price

\$2.48

Men's \$3.50 and \$4.00 Low Shoes will be sold during the sale at

\$2.48 a pair

One lot of Men's Patent Leather Shoes, low and high cut, new, natty shapes, that we have been selling at \$2.50 a pair, good year wear. To avoid carrying them over we will sell them at

\$1.98

Ladies' \$2.50 and \$3.00 Oxford Ties, during the sale

\$2.24 a pair

Our \$3.50 and \$4.00 line of Men's Tan and Black Shoes have been marked \$2.48 a pair. These shoes need no recommendation to the public, as they speak for themselves.

\$1.79 a pair

Men's Vici Kid Shoes that we have been selling at \$1.75 a pair, round toe, tip lace, a good looking and serviceable shoe, at

98c. a pair

Men's \$2.00 Black Vici Kid, London toe tip, a good serviceable shoe, light and dressy, sale price

\$1.48 a pair

Ladies' Prince Albert Slippers with rubber in the sides, also the low button Oxford, cloth top, our usual \$1.50 slipper, sale price

98c.

Men's Patent Leather Vici Kid Shoes, hand made, soft and serviceable, that have been selling for \$3.00 and \$6.50 a pair, will be sold at

\$4.48

"Our Germania Kid Shoes." This is the first time in the history of our business that we have reduced the price of these shoes. Our object in doing so is

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Our Men's Vici Kid Shoes, hand made, the kind that we have been selling at \$3.00 and \$5.50 a pair, will be sold during the sale at

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